



USAID | SERBIA

SUCCESS STORY

Small Serbian Firms Can Now Export

Since July 2009 Lagermax has sent ten containers to foreign markets under the consolidation program



Photo: Ana Martinovic

Nenad Popadic, Agribusiness Project Specialist, speaks to Lagermax staff and local press at the consolidation launch event.

"Speaking as someone from Chicago, I'm happy to see this cooperation because I'm hoping it will mean that I'll be able to find more products from Serbia – like Ajvar – when I go back home. I'm sure all my Serbian friends and neighbors will also appreciate it as well."

Mr. Louis Faoro, USAID Agribusiness Project chief of Party

The USAID Agribusiness Project has sent many small firms to international trade shows in Europe and beyond, and one factor that limits their access to these markets is the fact that their orders are for "less than container load" (LTL) quantities, and that makes it difficult for them to fulfill these orders. In response to this issue the USAID Agribusiness Project worked with local freight forwarders to develop a solution. The answer is a "consolidation service" which combines small loads into one container for shipment to a foreign market, and then these orders are broken down and distributed to the various customers.

Another issue that limits the exports of small firms is the fact that many of their products need to be shipped in a controlled environment, either frozen or chilled, and small quantities of such products are not easily handled. The company that would offer the consolidation services would need to be able to ship products in both ambient and controlled environments, and be able to break the small shipments down at the receiving end to distribute them to their respective destinations.

Following an extensive survey of freight forwarding companies in Serbia, the Agribusiness Project selected Lagermax AED as the company best suited to offer consolidation services to the client firms assisted by the Project. Lagermax offered a unique combination of qualities for this service, being able to fulfill all of the requirements regarding the shipment regime, and the ability to break the shipments down at the receiving end. These types of services are crucial to the expansion of the exports of fresh products, which is a key goal of the Agribusiness Project.

The Agribusiness Project and Lagermax collaborated on a launch event in July of 2009, where a public announcement of this new service was made. Following the broad media coverage a number of firms contacted Lagermax, and they have now provided \$30,000 worth of consolidation services to these companies and shipped ten containers of product. As a result, smaller companies with products such as Ajvar, Jams and Porcini, are now able to export to the EU. Additional information on Lagermax can be found at: www.lagermax-aed.rs.